

Positions through dialogue

“How could I redefine beauty through my own experience and my work? How can graphic communication design help me in achieving this? Is the “aesthetically pleasing” essential in what we produce as graphic designers?”

These are the questions I started with to develop my project.

I believe that during that time, these questions helped me bring myself and my personal experience into the project, allowing me to create something authentic. However, during the conversation with the practitioner, I realised there are still many missing pieces I'd like to fill in, but I still find myself unsure of how to do that.

I realised that in my project I didn't focus on one specific thing and the topic that I choose is too broad and not something I'm truly passionate about. While I was excited to incorporate my personal experience and vulnerability into the work, I now feel I need to explore a different approach to achieve that.

One of the first questions that came up during the meeting was: “How can I make my project accessible and inclusive?”. Naturally, since I'm discussing beauty standards and my own experiences with my body, it's crucial that I communicate in a way that resonates with the audience and delivers a relatable message. Using digital experience as a method to make my project accessible would be the first step. I wasn't sure if I wanted to stick with screen printing alone, so Jazmin suggested trying other techniques to get my message out there, such as stenciling, 3D printing, or duplication.

One word that really stood out to me during the conversation was “disguise.” Discussing identity is such a broad topic, and at times, it left me feeling lost. I'm finding it challenging to dive deep into this concept in a way that keeps me engaged. But the idea of “disguise,” if used creatively, could offer a fresh angle to explore the subject.

We also touched on other important aspects, like the historical and political events that have shaped beauty standards over the years, and how the media has played a role in improving or worsening them. Feminism came up too, and how external influences like celebrities, villains, or even philosophy could serve as interesting mediums to delve into the topic. There's so much potential for deeper exploration here, and these ideas really opened my mind to new directions for my project.

I suppose the first step I need to take is to ask myself whether I'm still genuinely interested in exploring this topic. If not, I should consider taking an element from my current work and developing it in a new direction. It's essential to think carefully about both the concept and the method of delivery, as the two are closely intertwined. Often, when we focus too much on one aspect, we neglect the other. In truth, concept and medium should work hand in hand to effectively communicate the message to the audience.

I'm still feeling a bit uncertain about my work and unsure of how to move forward. I think it might help to take a step back and approach it with fresh eyes, as if I'm seeing it for the first time. The meeting with the professional definitely helped me gain different perspectives on my work and discover new ways to explore it. One of her suggestions was to look for references that could provide inspiration to move forward or help me start exploring new concepts.